



# USDA National Retail Report - Chicken

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 06/16 thru 06/22.

(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

Fri. Jun 16, 2023

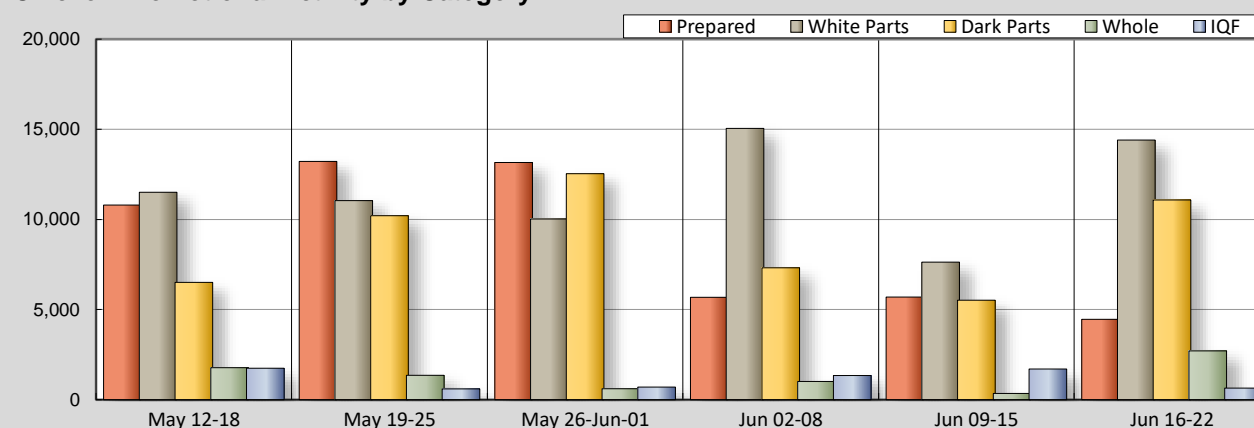
NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate <sup>1/</sup>	56.3% of 29,200 outlets		52.6% of 29,200 outlets		55.1% of 29,200 outlets	
Special Rate <sup>4/</sup>	6.9%		11.3%		7.6%	
Activity Index <sup>2/</sup>	33,302		20,905		32,390	
WHOLE BIRD:	Stores <sup>3/</sup>	Wtd Avg	Stores <sup>3/</sup>	Wtd Avg	Stores <sup>3/</sup>	Wtd Avg
bagged fryer	2,547	1.29	284	1.09	1,003	1.65
cut-up fryer					77	1.79
bagged roaster	112	1.29	66	1.49		
Cornish (frs/frz)	51	3.47			122	2.30
PARTS:						
Bnls/Sknls Breast						
regular pack	3,409	3.26	995	2.70	720	3.53
value pack	4,251	2.54	2,663	2.47	2,205	3.32
thin sliced	1,355	3.52	214	3.44	1,173	3.47
marinated	528	7.04	348	5.72	42	3.00
Breast Tenders						
regular pack	206	4.12	14	2.99	61	4.81
value pack	106	3.84	409	3.29	315	4.13
Split, bn-in Breast						
regular pack	221	2.70	246	1.91	1,971	1.79
value pack	117	1.54	1,498	2.28	321	2.18
Whole Wings	4,211	2.46	1,246	2.18	1,429	3.48
Leg Quarters						
tray pack	1,048	1.26	643	1.02	779	1.00
bagged	719	0.71	486	0.67	605	0.94
Legs	378	1.04			461	1.40
Thighs						
regular pack	394	1.44	190	1.49	791	1.48
value pack	2,694	1.24	1,225	1.23	3,740	1.35
Drumsticks						
regular pack	737	1.33	275	1.49	962	1.41
value pack	3,797	1.17	1,728	1.10	4,201	1.28
Bnls/Sknls Thighs						
regular pack	232	2.76	220	2.29	158	3.19
value pack	1,082	2.88	754	2.60	773	2.87
9-pc Combos						
drum-thigh-breast						
drum-thigh-wing						
IQF						
B/S Breast	242	2.24	201	2.73	277	4.37
Tenders					77	3.63
Wings	162	2.15	123	2.26	603	3.04
Party Wings	242	2.02	1,381	3.64	2,114	4.19

Source: USDA Livestock, Poultry, & Grain Market News;  
http://www.ams.usda.gov/market-news/livestock-poultry-grain;

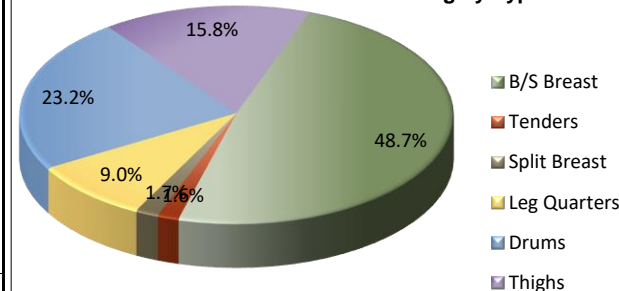
## This Week's Chicken Feature Highlights

Promotions for retail chicken make a strong return this week as many retailers offer a variety of items for Father's ready to fire up the grill. The number of stores offering "no price" incentives, however decline. Whole birds make a solid comeback to the limelight, leaving bagged fryers to keep this sector alive. White parts also make a strong comeback with value pack b/s breast and whole wings in the best position but at a higher cost to the consumers. Dark meat parts dominate ad space as value pack drums and thighs offers are up significantly. IQF parts are behind this week, nothing to see here. The deli is also down with most fathers doing their own thing with the grills. Specialty items increases this week and pushes b/s breast, drum and thighs. Organics hold mostly steady.

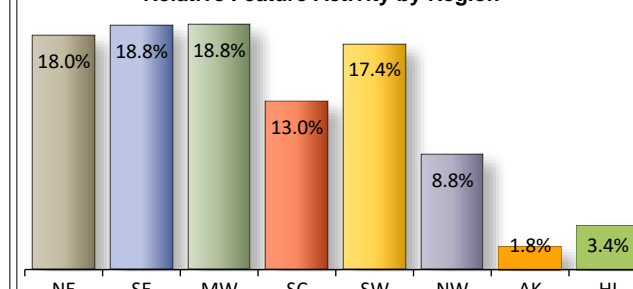
### Chicken Promotional Activity by Category



### Fresh Chicken Parts Featuring by Type



### Relative Feature Activity by Region



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

**1/ Feature Rate:** the amount of sampled stores advertising any reported chicken item during the current week, expressed as a percentage of the total sample. **2/ Activity Index:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised chicken item (e.g., a retailer with 100 outlets featuring 3 chicken items has an activity index of 300). **3/ Stores/Avg:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/ Special Rate:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

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(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

Fri. Jun 16, 2023

		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)				SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)				MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)			
Feature Rate <sup>1/</sup> Special Rate <sup>4/</sup> Activity Index <sup>2/</sup>		66.6% of 5,500 sampled outlets 3.8% of stores w/ no-price promotions Activity Index = 5,147				62.9% of 7,400 sampled outlets 6.3% of stores w/ no-price promotions Activity Index = 8,283				41.0% of 6,100 sampled outlets 11.3% of stores w/ no-price promotions Activity Index = 4,604			
WHOLE BIRD:		Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer		0.99		82	0.99	0.99 - 1.59		2,206	1.31	1.29		9	1.29
cut-up fryers													
bagged roaster		1.29		112	1.29								
Cornish (frs/frz)						2.54		6	2.54	3.59		45	3.59
PARTS:		Processor Brand	Store Brand	Stores	Wtd Avg	Processor Brand	Store Brand	Stores	Wtd Avg	Processor Brand	Store Brand	Stores	Wtd Avg
Bnls/Sknls Breast													
regular pack		3.99	2.49 - 4.49	524	3.66	3.98	1.98 - 3.99	1,182	3.95	3.58 - 4.99	2.48 - 3.99	915	3.10
value pack			1.99 - 2.69	343	2.24		1.89 - 2.99	916	2.70	3.49	1.66 - 3.58	575	2.97
thin sliced			2.99 - 3.99	278	3.51		3.49	955	3.49				
marinated											6.72 - 7.99	402	7.36
Breast Tenders													
regular pack										3.58 - 3.99	3.99 - 4.99	195	4.10
value pack			3.99	62	3.99						3.58	42	3.58
Split, bn-in Breast													
regular pack		2.99		65	2.99						2.99	39	2.99
value pack											1.69	86	1.69
Whole Wings			1.99 - 3.99	482	2.82	2.48 - 3.48	1.36 - 3.49	1,562	2.61	1.49 - 2.99	1.99 - 3.49	294	2.27
Leg Quarters													
tray pack		0.89	0.97 - 0.99	245	0.96		0.78	17	0.78	1.69	0.99 - 1.29	105	1.29
bagged						0.59	0.29 - 0.79	325	0.65		0.59	21	0.59
Legs			0.99 - 1.49	300	1.05		0.99 - 1.49	78	1.00				
Thighs													
regular pack			1.49	288	1.49								
value pack		1.29	0.69 - 2.99	641	1.19	1.29	0.48 - 1.29	365	1.09	1.49 - 1.99	0.99 - 1.69	461	1.33
Drumsticks													
regular pack			0.99 - 1.49	312	1.45		0.79 - 0.99	45	0.81				
value pack		1.00 - 1.29	0.69 - 0.99	714	0.96	1.29	0.48 - 1.29	390	1.09	1.49 - 1.99	0.69 - 1.69	1,048	1.40
Bnls/Sknls Thighs													
regular pack						2.49 - 2.99		49	2.61		2.99	78	2.99
value pack		2.49 - 3.49	1.99 - 3.49	446	2.87		1.99	3	1.99	3.49	2.49	152	3.20
9-pc Combos													
drum-thigh-breast													
drum-thigh-wing													
IDF	B/S Breast		2.33 - 2.67	68	2.64	2.39	2.33	16	2.35	2.99	1.63	98	2.25
	Tenders												
	Wings		2.19 - 2.33	123	2.26	1.99	1.00	27	1.71				
	Party Wings		2.24	62	2.24		1.92 - 1.99	141	1.92		1.99	39	1.99

Source: USDA Livestock, Poultry, & Grain Market News;  
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		SOUTH CENTRAL U.S. (AR,CO,KS,LA,MO,NM,OK,TX)				SOUTHWEST U.S. (AZ,CA,NV,UT)				NORTHWEST U.S. (ID,MT,OR,WA,WY)			
Feature Rate <sup>1/</sup> Special Rate <sup>4/</sup> Activity Index <sup>2/</sup>		50.8% of 4,900 sampled outlets 3.2% of stores w/ no-price promotions Activity Index = 4,803				54.0% of 3,800 sampled outlets 12.7% of stores w/ no-price promotions Activity Index = 4,709				75.1% of 1,300 sampled outlets 1.6% of stores w/ no-price promotions Activity Index = 1,179			
WHOLE BIRD:		Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer		0.99 - 1.79		223	1.10	1.69		11	1.69	1.69		16	1.69
cut-up fryer													
bagged roaster													
Cornish (frs/frz)													
PARTS:		Processor Brand	Store Brand	Stores	Wtd Avg	Processor Brand	Store Brand	Stores	Wtd Avg	Processor Brand	Store Brand	Stores	Wtd Avg
<b>Bnls/Sknls Breast</b>													
regular pack			3.14 - 3.19	58	3.14		1.97 - 2.99	730	2.09				
value pack			1.77 - 2.99	856	2.77	2.99 - 3.99	1.97 - 3.49	825	2.30	3.99	1.99 - 3.49	710	2.05
thin sliced			2.67 - 3.99	47	3.54		3.49 - 4.97	61	3.66		4.97	14	4.97
marinated			2.99 - 7.99	126	6.03								
<b>Breast Tenders</b>													
regular pack		4.49		11	4.49								
value pack													
<b>Split, bn-in Breast</b>													
regular pack										2.49	1.98	106	2.44
value pack			0.99	16	0.99						1.28	15	1.28
<b>Whole Wings</b>		2.69	1.27 - 2.99	880	2.56		1.79 - 2.99	993	2.00				
<b>Leg Quarters</b>													
tray pack		1.49	0.89 - 1.69	552	1.46		0.97	129	0.97				
bagged			0.59 - 0.79	300	0.73		0.79 - 0.99	73	0.95				
<b>Legs</b>													
<b>Thighs</b>													
regular pack							0.97 - 1.19	602	0.99	1.29		95	1.29
value pack		1.49	0.79 - 1.69	585	1.44								
<b>Drumsticks</b>													
regular pack							0.89 - 1.49	274	1.28	1.29		95	1.29
value pack		0.59 - 1.49	0.47 - 1.69	831	1.26		0.89 - 1.29	760	1.00		1.28 - 1.29	54	1.29
<b>Bnls/Sknls Thighs</b>													
regular pack		2.99	1.69 - 2.99	49	2.72		2.99	13	2.99	2.49		43	2.49
value pack			1.99 - 3.48	197	2.58		1.97 - 3.49	238	2.79		3.48 - 3.68	31	3.58
<b>9-pc Combos</b>													
drum-thigh-breast													
drum-thigh-wing													
IDF	<b>B/S Breast</b>	2.99	1.63	60	1.72								
	<b>Tenders</b>												
	<b>Wings</b>		1.99	12	1.99								
	<b>Party Wings</b>												



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		ALASKA (AK)				HAWAII (HI)					
Feature Rate <sup>1/</sup>		76.0% of 100 sampled outlets				31.4% of 100 sampled outlets					
Special Rate <sup>4/</sup>		0.0% of stores w/ no-price promotions				0.0% of stores w/ no-price promotions					
Activity Index <sup>2/</sup>		Activity Index = 113				Activity Index = 3					
WHOLE BIRD:		Price Range	Stores	Wtd Avg		Price Range	Stores	Wtd Avg			
			4/				4/				
bagged fryer											
cut-up fryer											
bagged roaster											
Cornish (frs/frz)											
PARTS:		Processor Brand	Store Brand	Stores	Wtd Avg	Processor Brand	Store Brand	Stores	Wtd Avg		
Bnls/Sknls Breast											
regular pack											
value pack		3.99	3.99	26	3.99						
thin sliced											
marinated											
Breast Tenders											
regular pack											
value pack		4.59		2	4.59						
Split, bn-in Breast											
regular pack		2.49		11	2.49						
value pack											
Whole Wings											
Leg Quarters											
tray pack											
bagged											
Legs											
Thighs											
regular pack		1.29		11	1.29						
value pack			2.99	37	2.99		1.39	3	1.39		
Drumsticks											
regular pack		1.29		11	1.29						
value pack											
Bnls/Sknls Thighs											
regular pack											
value pack		3.99		15	3.99						
9-pc Combos											
drum-thigh-breast											
drum-thigh-wing											
IDF	B/S Breast										
	Tenders										
	Wings										
	Party Wings										

Source: USDA Livestock, Poultry, & Grain Market News;

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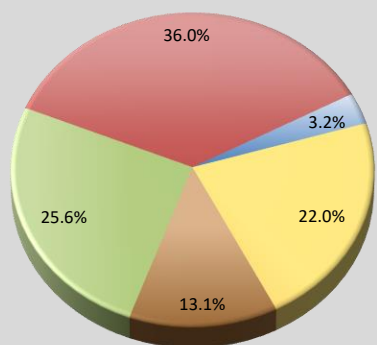
Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 06/16 thru 06/22.

(prices in dollars per unit or per pound unless otherwise noted)

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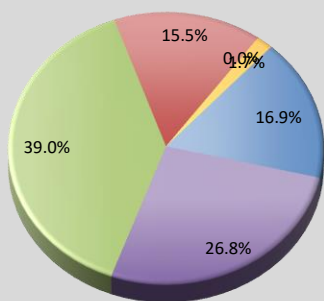
PREPARED FOODS NATIONAL SUMMARY																					
	THIS WEEK		LAST WEEK		LAST YEAR																
Feature Rate <sup>1/</sup>	10.1% of 29,200 outlets		14.1% of 29,200 outlets		19.6% of 29,200 outlets		Feature Rate <sup>1/</sup>	NORTHEAST U.S.			SOUTHEAST U.S.			MIDWEST U.S.			SOUTH CENTRAL U.S.				
Activity Index <sup>2/</sup>	4,461		5,696		7,410		Activity Index <sup>2/</sup>	13.4% of 5,500 sampled outlets			7.1% of 7,400 sampled outlets			14.0% of 6,100 sampled outlets			8.5% of 4,900 sampled outlets				
	Stores Wtd Avg		Stores Wtd Avg		Stores Wtd Avg			Activity Index = 851			Activity Index = 757			Activity Index = 1,603			Activity Index = 542				
								price range	stores	wtd avg	price range	stores	wtd avg	price range	stores	wtd avg	price range	stores	wtd avg		
ROTISSERIE:							ROTISSERIE:														
Whole Bird							Whole Bird														
< 2 lbs.	820	7.71	888	7.62	772	6.39	< 2 lbs.	7.99	212	7.99				6.99 - 7.99	379	7.42	6.00 - 7.99	66	6.93		
2.1-3.0 lbs.	285	8.61	10	7.99	277	8.67	2.1-3.0 lbs.	8.99	62	8.99	7.99 - 8.99	111	8.30	7.99 - 9.99	58	8.44					
Whole Breast	39	8.99			489	9.52	Whole Breast	8.99	37	8.99	8.99	2	8.99								
Leg Quarter							Leg Quarter														
FRIED & BAKED:							FRIED & BAKED:														
Fried 8-Piece Mix	1,061	9.00	1,964	9.31	984	8.11	Fried 8-Piece Mix			7.99 - 11.99	206	10.26	5.99 - 12.99	495	8.76	7.99 - 12.99	151	9.20			
Baked 8-Piece Mix	144	10.75	1,026	9.05	112	8.07	Baked 8-Piece Mix						9.99 - 12.99	116	10.73	12.99	13	12.99			
F/B 8-Piece Dark	420	7.57	363	8.63	724	5.98	F/B 8-Piece Dark			5.98 - 8.99	27	7.09	4.99 - 8.99	180	7.06						
F/B 12-Piece	73	13.46	130	10.11	217	11.68	F/B 12-Piece			13.99	10	13.99	13.99	39	13.99	12.37	24	12.37			
Bulk Pack (\$/piece)	53	0.99	120	4.59			Bulk Pack (\$/piece)						0.99	53	0.99						
Wings: bone-in	645	7.02	342	6.84	443	7.72	Wings: bone-in	9.99	103	9.99	5.99 - 6.99	144	6.38	4.49 - 9.99	142	9.60	2.49 - 6.49	202	3.64		
boneless	338	7.58	189	5.91	417	7.31	boneless	6.99	189	6.99	6.99	17	6.99	8.49	132	8.49					
Tenders	583	8.42	610	7.45	1,788	7.34	Tenders	7.99 - 9.99	248	9.37	5.00 - 8.99	240	7.70	7.99	9	7.99	4.99 - 8.99	86	7.73		
Strips			54	5.99	54	7.99	Strips														
Popcorn					1,133	11.52	Popcorn														
<div>Prepared Chicken Featuring by Category</div> <div><div>Rotisserie</div><div>Fried</div><div>Baked</div><div>Wings</div><div>Other *</div></div> <div>* Other = tenders, strips, and popcorn</div>				<div>Whole Bird Featuring Fresh versus Prepared</div> <div><div>Fresh Whole</div><div>Specialty Fresh</div><div>Fresh Cutup</div><div>Roaster</div><div>Rotisserie</div><div>8-Pc Fried/Bkd</div></div> <td colspan="2">Feature Rate <sup>1/</sup></td> <td colspan="3">10.2% of 3,800 sampled outlets</td> <td colspan="3">1.6% of 1,300 sampled outlets</td> <td colspan="3">15.0% of 100 sampled outlets</td> <td colspan="3">0.0% of 100 sampled outlets</td>				Feature Rate <sup>1/</sup>		10.2% of 3,800 sampled outlets			1.6% of 1,300 sampled outlets			15.0% of 100 sampled outlets			0.0% of 100 sampled outlets		
								Activity Index <sup>2/</sup>		Activity Index = 657			Activity Index = 21			Activity Index = 30			Activity Index = 0		
										price range	stores	wtd avg	price range	stores	wtd avg	price range	stores	wtd avg	price range	stores	wtd avg
								ROTISSERIE:													
								Whole Bird													
								< 2 lbs.		7.99 - 8.99		163		8.32							
								2.1-3.0 lbs.		8.99		54		8.99							
								Whole Breast													
								Leg Quarter													
								FRIED & BAKED:													
Fried 8-Piece Mix		7.49 - 8.99		188		8.13		8.99		21		8.99									
Baked 8-Piece Mix														8.99		15					
F/B 8-Piece Dark		7.99		198		7.99								8.99		15					
F/B 12-Piece																					
Bulk Pack (\$/piece)																					
Wings: bone-in		8.99		54		8.99															
boneless																					
Tenders																					
Strips																					
Popcorn																					

Prepared Chicken  
Featuring by Category



Rotisserie Fried Baked Wings Other\*  
\* Other = tenders, strips, and popcorn

Whole Bird Featuring  
Fresh versus Prepared



Fresh Whole Specialty Fresh  
Fresh Cutup Roaster  
Rotisserie 8-Pc Fried/Bkd



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	NATIONAL SUMMARY						Feature Rate Comparison % of Stores w/ Ads by Category													
	SPECIALTY CHICKEN						RegularPreparedSpecialtyOrganic													
	THIS WEEK		LAST WEEK		LAST YEAR															
Feature Rate <sup>1/</sup>	22.1% of 29,200 outlets		14.1% of 29,200 outlets		23.6% of 29,200 outlets															
Activity Index <sup>2/</sup>	14,523		9,424		13,310															
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg														
Whole Fryer	1,008	2.48	926	2.02	1,055	2.29														
Bnls/Sknls Breast	3,225	5.13	2,587	5.16	4,236	5.25														
Breast Tenders	1,350	4.81	782	6.33	1,014	5.58														
Split, bn-in Breast	960	2.30	719	2.72	885	2.70														
Whole Wings	2,117	3.73	470	3.38	322	4.50														
Leg Quarters	192	1.09	215	1.20	917	1.64														
Legs			118	1.39	10	1.99														
Thighs	2,755	2.09	1,593	1.87	1,752	2.04														
Drumsticks	2,328	1.86	1,475	1.83	2,003	2.05														
B/S Thighs	588	3.97	539	3.70	1,116	3.09														
SPECIALTY	NORTHEAST U.S.			SOUTHEAST U.S.			MIDWEST U.S.			SOUTH CENTRAL U.S.			SOUTHWEST U.S.			NORTHWEST U.S.				
Feature Rate <sup>1/</sup>	29.8% of 5,500 sampled outlets			22.4% of 7,400 sampled outlets			34.5% of 6,100 sampled outlets			10.2% of 4,900 sampled outlets			11.3% of 3,800 sampled outlets			7.9% of 1,300 sampled outlets				
Activity Index <sup>2/</sup>	Activity Index = 3,934			Activity Index = 4,892			Activity Index = 3,243			Activity Index = 1,158			Activity Index = 954			Activity Index = 132				
	price range	stores	wtd avg	price range	stores	wtd avg	price range	stores	wtd avg	price range	stores	wtd avg	price range	stores	wtd avg	price range	stores	wtd avg		
Whole Fryer	1.79 - 2.99	501	2.39	2.99	44	2.99	1.69 - 2.99	363	2.65	0.87 - 2.99	90	1.93	3.49	10	3.49					
Bnls/Sknls Breast	3.99 - 6.99	1,307	5.12	4.29 - 5.99	288	5.09	3.99 - 6.99	1,082	5.20	3.88 - 5.76	265	4.51	5.99	179	5.99	3.88 - 3.99	74	3.93		
Breast Tenders	3.99	135	3.99	3.49 - 3.99	33	3.94	3.49 - 6.49	480	5.30	3.29 - 4.99	295	4.15	3.20 - 5.99	349	5.08	3.20 - 4.80	28	4.00		
Split, bn-in Breast	1.99 - 2.99	477	2.42	1.88 - 2.59	331	2.16	1.99 - 2.99	98	2.42	1.99	54	1.99								
Whole Wings	1.69 - 1.99	158	1.87	1.99 - 4.49	1,756	3.91	3.49	13	3.49	2.99 - 4.00	71	3.33	3.99	89	3.99					
Leg Quarters	0.89	69	0.89	0.98	10	0.98	1.29	59	1.29	0.99	24	0.99								
Legs																				
Thighs	1.59 - 3.99	530	1.96	1.79 - 3.99	1,257	1.86	1.48 - 2.99	462	1.62	1.48 - 3.99	194	3.05	1.77 - 3.99	238	3.55	1.77	14	1.77		
Drumsticks	1.59 - 2.99	456	1.94	1.79	1,173	1.79	1.48 - 2.99	485	1.67	1.48 - 2.48	79	1.91	2.99	89	2.99	1.29	16	1.29		
B/S Thighs	3.49 - 3.99	301	3.97				3.99	201	3.99	3.29 - 4.49	86	3.93								
SPECIALTY	ALASKA			HAWAII																
Feature Rate <sup>1/</sup>	0.0% of 100 sampled outlets			0.0% of 100 sampled outlets																
Activity Index <sup>2/</sup>	Activity Index = 0			Activity Index = 210																
	price range	stores	wtd avg	price range	stores	wtd avg														
Whole Fryer																				
Bnls/Sknls Breast				6.79	30	6.79														
Breast Tenders				5.79	30	5.79														
Split, bn-in Breast																				
Whole Wings				2.99	30	2.99														
Leg Quarters				1.30	30	1.30														
Legs																				
Thighs				2.29 - 3.49	60	2.89														
Drumsticks				2.99	30	2.99														
B/S Thighs																				

Specialty products are produced from chickens raised on an all vegetable diet without antibiotics and are minimally processed. USDA Certified Organic are products grown and processed according to USDA's national organic standards and certified by USDA-accredited State and private certification organizations. For more information, visit <http://www.ams.usda.gov/nop/>.

Source: USDA Livestock, Poultry, & Grain Market News;

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<http://www.ams.usda.gov/market-news/livestock-poultry-grain;>

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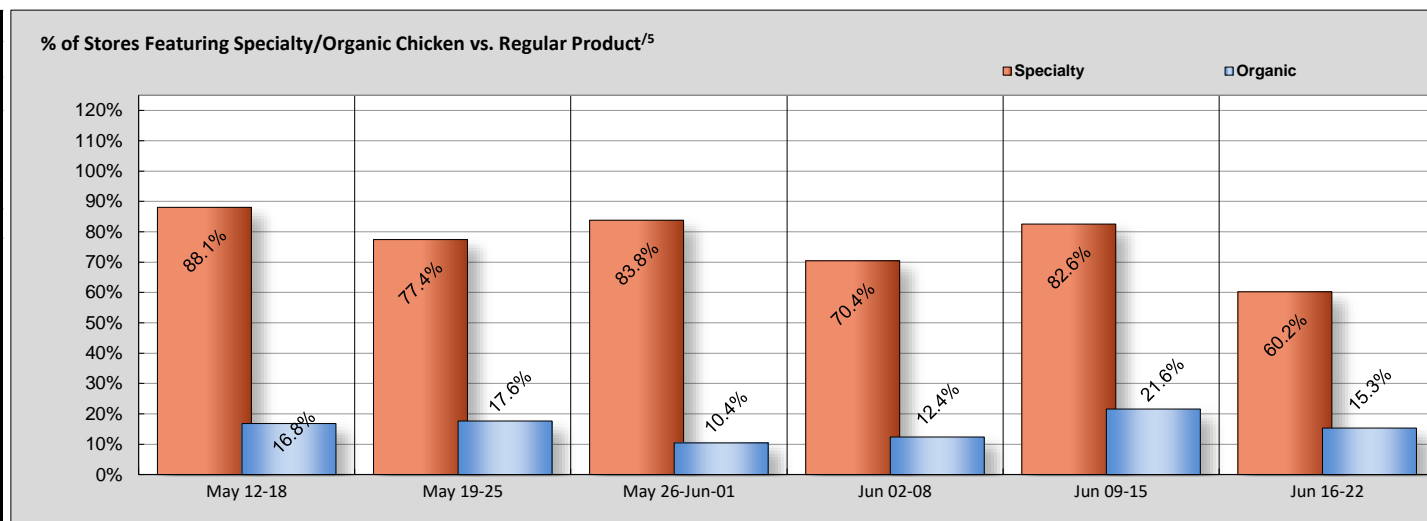


# USDA National Retail Report - Chicken

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 06/16 thru 06/22.

(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

	NATIONAL SUMMARY					
	USDA ORGANIC CHICKEN					
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate <sup>1/</sup>	6.7% of 29,200 outlets		3.7% of 29,200 outlets		7.6% of 29,200 outlets	
Activity Index <sup>2/</sup>	3,775		2,356		3,847	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Whole Fryer	461	3.31	191	3.14	282	2.93
Bnls/Sknls Breast	2,006	7.75	896	8.66	1,396	7.35
Breast Tenders	637	8.19	62	9.99		
Split, bn-in Breast					11	4.99
Whole Wings			54	3.49		
Leg Quarters	--	--	--	--	--	--
Legs						
Thighs	370	6.43	300	3.59	289	4.48
Drumsticks	112	2.24	831	3.05	1,869	3.01
B/S Thighs	189	4.85	22	5.99		



<sup>5</sup>: % = total store count for Specialty items/by total store count for the same set of regular items.

ORGANIC	NORTHEAST U.S.				SOUTHEAST U.S.			MIDWEST U.S.				SOUTH CENTRAL U.S.				SOUTHWEST U.S.				NORTHWEST U.S.		
	8.8% of 5,500 sampled outlets Activity Index = 1,041				3.5% of 7,400 sampled outlets Activity Index = 812			7.5% of 6,100 sampled outlets Activity Index = 910				1.4% of 4,900 sampled outlets Activity Index = 163				17.3% of 3,800 sampled outlets Activity Index = 799				3.3% of 1,300 sampled outlets Activity Index = 43		
Whole Fryer	2.99	- 3.49	200	3.18	3.49	218	3.49												2.99	43	2.99	
Bnls/Sknls Breast	6.99	- 8.88	456	7.64	5.99	- 8.88	376	7.99	4.99	- 8.88	208	6.71										
Breast Tenders		7.99	161	7.99		7.99	218	7.99		8.49	258	8.49										
Split, bn-in Breast																						
Whole Wings																						
Legs																						
Thighs		3.99	112	3.99						7.49	258	7.49										
Drumsticks		2.24	112	2.24																		
B/S Thighs									3.99	- 5.99	186	4.83		5.99	3	5.99						
ORGANIC	ALASKA				HAWAII																	
	0.0% of 100 sampled outlets Activity Index = 7				0.0% of 100 sampled outlets Activity Index = 0																	
Whole Fryer																						
Bnls/Sknls Breast		7.99	7	7.99																		
Breast Tenders																						
Split, bn-in Breast																						
Whole Wings																						
Legs																						
Thighs																						
Drumsticks																						
B/S Thighs																						

Specialty products are produced from chickens raised on an all vegetable diet without antibiotics and are minimally processed. USDA Certified Organic are products grown and processed according to USDA's national organic standards and certified by USDA-accredited State and private certification organizations. For more information, visit <http://www.ams.usda.gov/nop/>.